



Petland – Novi is a Veteran-owned small business operated by Alaina and her husband Derrick Markel. After working as a General Manager for Petland for 7 years, Alaina and her husband Derrick purchased Petland in 2019. Alaina shares her passion for animals with customers and employees while Derrick brings the discipline of military training to ensure the store is clean, safe, and all health codes are maintained.

Our Employees Love Animals – This Is More Than Just a Job!

It's our calling! Many of our 30 employees have been with us longer than 3 years - others up to 15 years! Following their time at Petland, our employees have gone on to veterinarian school, others became professional animal trainers - we even had 2 employees get married!

A TRUSTED COMMUNITY PARTNER

- Nearly \$750,000 in sales taxes paid over last 2 years
- Our dogs were given a 99% pass rate by the Orthopedic Foundation for Animals, an independent certifier of animal health standards
- For every puppy sold, we donate \$50 to local canine support therapy schools
- A proud supporter of Heartland Canines for Veterans, the Sanctum House for victims of human trafficking, the Hospitality House Food Bank, and Animal Alliance Detroit
- In honor of our hero Matthew, a very brave little boy who loved Yorkies and battled a rare disease, we donate 100% of the sale of a Yorkie puppy to Matthew's Wish every year
- Every year, we donate 100% of the sale of one puppy to Charlie's Angels Racing supporting families suffering from Acute Lymphocytic Leukemia

COMFORTABLE – CLEAN – INSPECTED WE ONLY WORK WITH ELITE BREEDERS

Alaina, Derrick, and the management team personally visit all the breeders they work with.

Petland–Novi purchases puppies from licensed and inspected USDA breeders, hobby breeders, and from Canine Certified Care Breeders, a program developed by Purdue University's College of Veterinary Medicine. All our breeders must meet or exceed rigorous standards for physical and behavioral welfare in areas such as nutrition, veterinary care, genetic screening, housing, handling, and exercise.

COMPREHENSIVE HEALTH WARRANTIES

Customers are provided with complete documentation of the puppy from birth including breeder information, vet examination reports, shot records and health certificates. We provide warranties for bacterial and viral infections as well as hereditary and congenital issues. In 2021, less than 1.5% of puppies sold experienced upper respiratory infections or hereditary/congenital issues.

PETLAND-NOVI'S PROGRAM FOR VETERINARY CARE

Our consulting veterinarian visits weekly; provides protocols and vaccinations, deworming and parasites; nutrition; support care in case of illness; etc.

Supporting healthy, happy bonds between animals and owners is our passion. That's why, in addition to the highest standards in breeding, we employ pet counselors to help match the right pet to the right person.



WHAT IS CANINE CARE CERTIFIED?

Developed and administered by researchers at the Center for Canine Welfare at Purdue University, *Canine Care Certified* (CCC) is a voluntary program that certifies professional dog breeders in the standards of care and overall health and well-being they provide for animals.

Canine Care Certified goes above and beyond existing state canine care standards and regulations. It's the only program that measures the physical health and well-being of dogs and puppies as well as the behavior and overall quality of life for animals raised by professional breeders.



Canine Care Certified provides additional measures of assurance that a dog or puppy is raised in an environment that positions the animal for success in transitioning to home life. *Canine Care Certified* breeders adhere to heightened standards for care, as designated under the following five pillars of care:



Physical Health

- Surgeries only by a veterinarian
- Genetic testing and health screening
- Comprehensive physical health plans (preventative and treatment)
- Regular dental
- Regular grooming



Environment

- Enhanced quality and quantity of space
- Unfettered daylight access to outdoors
- Access to multiple flooring surfaces
- Mandatory enrichments
- No stacked housing



Behavioral Health

- Scientific behavior monitoring
- Socialization requirements for parent dogs and puppies
- Behavioral wellness plan (prevention and treatment)
- Positive caretaker interaction
- Exercise



Breeding Life & Retirement

- Retirement and/or rehoming
- Breeder dog age limits (onset and termination)
- No convenience euthanasia
- No sale of retired dogs for research
- Limits on litter numbers



Caretaker Expectations

- Mandatory education (including animal welfare)
- Mandatory compliance with best practices
- Third-party audit participation
- Low-stress handling
- Transparency



Why does it matter?

Professional breeders have an ethical obligation to raise dogs and puppies responsibly. In the past, dog breeding was focused on ensuring the health and safety of dogs and puppies, with less consideration given to behavioral care, such as socialization, enrichment and exercise.

When consumers choose a dog or puppy raised by a professional breeder, they have the right to expect that the environment in which the animal has been raised promotes the health and well-being of both puppies and the parent dog. Further, they should have equal confidence that the animals have been raised in an environment that helps them to transition their homes and their lives.

Canine Care Certified delivers this reassurance through a rigorous, science-based approach backed by one of the nation's leading schools of veterinary medicine. The high standards and oversight developed by highly-respected, independent experts matter. In fact, in a recent survey of dog owners and prospective dog owners more than 60% of those surveyed find it important that the dog they bring home has been certified by a third-party organization promoting standards of care above and beyond state and federal guidelines beyond the pet store/breeder/rescue group.



How is Petland supporting Canine Care Certified?

Petland is proud to support the CCC program through our *Your Trusted Source for Your Trusted Friend* initiative. *Your Trusted Source for Your Trusted Friend*, is our commitment to bringing together healthy, happy dogs and the people who love them.

Under the *Your Trusted Source for Your Trusted Friend* banner, Petland will launch a comprehensive campaign to build awareness of and participation in *Canine Care Certified*.

- Petland will financially support Purdue in its development and implementation of the certification.
- We will go beyond urging breeders to get certified and help make it possible by providing grants that help remove financial barriers to becoming *Canine Care Certified*. Our goal: Achieve, over time, a network of breeder partners that is 100% *Canine Care Certified*.
- We will promote the *Canine Care Certified* program in our internal and public communications to build interest and raise awareness of what CCC offers.
- Petland will educate consumers on the *Canine Care Certified* program and why it matters to create consumer support and demand for this standard. Doing so will recognize those breeders who have achieved this certification and show those not yet certified that there is a benefit and a demand.
- Petland will engage with our breeder partners and actively encourage participation.





CANINE CARE CERTIFIED – FIVE PILLARS OF CARE

Any professional breeder or animal caretaker must address the basic necessities of care for all animals, including access to nutritious food and fresh water; veterinary care when needed; and safe, secure shelter in a clean, sanitary environment.

The Canine Care Certified program provides additional measures of assurance that a dog or puppy is raised in an environment that positions the animal for success in transitioning to home life. The program requires mandatory compliance by professional breeders with best canine care practices.

Certified breeders must comply with standards for care of adult dogs and puppies that far exceed current regulatory programs as designated under the following five pillars of care.



PHYSICAL HEALTH

- Surgeries only by a veterinarian
- Genetic testing and health screening
- Comprehensive physical health plans (preventative and treatment)
- Regular dental care
- Regular grooming



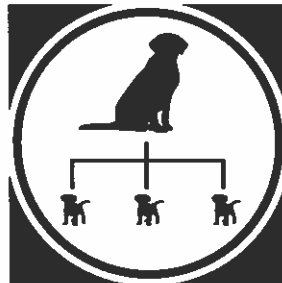
ENVIRONMENT

- Enhanced quality and quantity of space
- Mandatory enrichments
- Unfettered daylight access to outdoors
- Access to multiple flooring surfaces
- No stacked housing



BEHAVIORAL HEALTH

- Behavioral wellness plan (prevention and treatment)
- Exercise
- Socialization requirements for parent dogs and puppies
- Scientific behavior monitoring
- Positive caretaker interaction



BREEDING LIFE & RETIREMENT

- Breeder dog age limits (onset and termination)
- Retirement and/or rehoming
- No convenience euthanasia
- No sale of retired dogs for research
- Limits on litter numbers



CARETAKER EXPECTATIONS

- Mandatory education (including animal welfare)
- Transparency
- Mandatory compliance with best practices
- Low-stress handling
- Third-party audit participation

